

America's most popular gym gives away pizza

Alan Bennett

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Pizza at the gym sounds "so hot."

It may sound ridiculous, but for the members of Planet Fitness serving pizza at the gym may be crazy enough to work, according to numbers from [CNN money](#).

A nationwide leader in fitness spaces, Planet Fitness prides itself on its zero tolerance for "gymtimidation," as the company describes. They are the pioneers of the "Judgement Free Zone®," the philosophy that disallows grunting, weight dropping, and excessive sweating in an effort to create a welcoming environment for its nearly 4.5 million members.

The company also uses this philosophy as its main advertising tactic. Who could forget this classic commercial?

[youtube http://www.youtube.com/watch?v=vQfmpXsLV_4&w=560&h=315]

The clip has generated over 3.8 million views on YouTube.

And as the numbers show, the strategy has paid off, with over 700 locations operating across the U.S.

[googlemaps

<https://maps.google.com/maps/embed?pb=!1m16!1m12!1m3!1d25827225.928572483!2d-94.17574824401878!3d37.796190193762634!2m3!1fo!2fo!3fo!3m2!1i1024!2i768!4f13.1!2m1!1splanet+fitness+!5e0!3m2!1sen!2sus!4v1390593838948&w=600&h=450>]

So why has Planet Fitness become such a beloved franchise? If it isn't only the lack of judgment, clean and comfortable environment, it's probably the pizza. The gym gives away nearly 250,000 slices of pizza at their pizza nights, which are held once a month, according to the company's website. All of this is in an effort to allow people to get into shape in the most comfortable way possible, the company's key difference among other gyms.

"We don't bother with all the extras like juice bars and childcare that drive up costs and can make a gym membership seem more like a car payment," the company's website reads. "Instead, we've boiled our business down to the things that you really want in a health club . . . and a lot of happy people."

But the positive philosophy of the growing corporation has drawn criticism from avid gym-goers, even being called the "[worst gym in America](#)" by *Men's Health* for its ban on

dead-lift workouts and its public humiliation of so-called gym “lunks” by ringing an alarm throughout the facility for dropping weights.

But something must be working, as the company drew in a reported \$679.5 million in 2012, according to CNN Money. And the franchise continues to grow, publishing that they will soon open over 20 new nationwide locations.

And despite some harsh criticism, Planet Fitness still assures that, “If you’re looking for a comfortable, friendly place to exercise, and like a great deal, then you’ll love Planet Fitness.”